

# MERIT

## Filter



In two years,  
more smokers switched  
to one low tar cigarette  
than to any other brand.

In 1976, an unprecedented  
number of smokers switched to one  
low tar cigarette. That cigarette, MERIT.  
The result... 6.5 billion units sold  
its first year.

In 1977, the switching continued.  
MERIT sales totaled 14.9 billion units,  
resulting in a sales increase that was  
actually greater than the ten largest  
brands combined.

It's clear: the MERIT surge con-  
tinues. Regular, Menthol, Kings & 100's.

MERIT

\*SOURCE: The National Cigarette Manufacturers Association  
Report, January 1978, p. 1.

Just after year, Philip Morris outgrows the rest of the industry combined.

PHILIP  
MORRIS

